

Nancy Simmons Heifferon

mobile: 408.207.5124

nancy@forcefulcopy.com

CAREER PROFILE:

Professional business writer with more than 15 years experience communicating about business issues, innovation, and customer successes. I help companies--and individuals--tell compelling stories that help open doors, advance the sales conversation, and close sales faster.

PROFESSIONAL EXPERIENCE

The Phelon Group, Sunnyvale CA, July 2006 to August 2007

Consultant for strategic customer programs

Highlights

- Designed, implemented, and managed executive sponsorship program to enhance brand awareness, produce executive-level referrals and recommendations, and increase customer loyalty
- Enhanced the effectiveness of customer reference programs

How experience relates to writing

- Gained close-up insight into the needs and hot buttons of strategic account managers and their enterprise customers
- Have unique cross-industry perspective of customer reference program challenges and best practices, from the inside

Heifferon Associates, San Jose CA, September 1993 to July 2006

Marketing communications consultant, project manager, writer, editor

Highlights

- Strategized and developed self-service enablement tools for customer reference programs that included playbook of roles, responsibilities, processes, and self-service tools and templates
- Developed and executed customer success story programs, providing evidence assets to shorten sales cycle
- Developed and managed relationships with reference customers. Also with stakeholders/constituents of customer reference programs.
- Conceptualized, wrote, and provided creative consultation for influential magazine-style brochure that provided the platform for highly desirable sales conversations with executive level management
- Conceived, planned, and executed a thought-leadership communications program that built brand awareness
- Wrote hundreds of customer success stories and articles for publication for clients including: The Phelon Group, Check Point Software, Varian Medical Systems, Sun Microsystems, Synopsys, Fujitsu Technology Solutions, Aspect Communications, Adaptec
- Interviewed executives, industry analysts, and customers to obtain communications content on customer business issues

Amdahl Corporation, Sunnyvale CA, 1991 to 1993

Sr. Communications Specialist. Marketed large-scale, mission-critical information technology to Fortune 1000 companies

Highlights

- Strategized communications programs with line-of-business management to meet business objectives
- Planned, developed, and managed through production print materials supporting product launches
- Developed collateral hierarchy that supported sales cycle and advanced corporate objectives
- Managed project teams of subject matter experts, writers, and designers
- Consistently met schedule and budget objectives
- Hired freelance writers and managed their work to meet company standards for quality
- Wrote customer success stories and incorporated customer successes into a wide variety of communications vehicles

Lockheed Missiles & Space Company, Sunnyvale CA, 1985 to 1991

Group leader, Space Systems Division. Managed publications unit in highly complex environment

Highlights

- Managed 20+ editors, artists, and desktop publishers—both exempt and non-exempt employees

- Managed and expedited production of multi-volume (thousands of pages) new-business proposals under no-slip deadlines, in tightly resource-constrained environment
- Improved productivity and reduced costs by
 - Overseeing transition from manual to electronic processes
 - Developing document formats/templates for proposals and presentations
 - Developing and documenting department workflow processes for proposal production
- Improved quality by
 - Setting and enforcing editorial standards
 - Training editors to be more effective through workshops and team problem-solving exercises
- Established performance standards and evaluated employee performance

How experience relates writing

- Strong interpersonal skills in stressful, complex environment
- Ability to manage many simultaneous projects
- Established and oversaw professional editorial standards for written communications

RELATED EXPERIENCE

SJSU, West Valley, and San Jose City College: taught effective writing

EDUCATION

Courses in legal research on web and using LexisNexis

MA English: San Jose State University, San Jose CA. Community College Teaching Credential

BA English, minor Psychology: UCLA. Regents Scholar

Memberships and Affiliations

Member: Silicon Valley chapter of the International Association of Business Communicators (SV-IABC)

Member: Silicon Valley Chamber of Commerce

Member: Association of Personal Historians

Member: Toastmasters

Related skills: research, writer, writing, customer reference, case study, case studies, Microsoft Office, Powerpoint, Excel, Word, marketing communications